

TO BREAK THE RULES,
YOU MUST FIRST MASTER
THEM.

THE VALLEE DE Joux, 100 meters above a watchmaking town, has been the home of Audemars Piguet in the village of Le Brassat. The early watchmakers were shaped here, in awe of the force of nature, yet driven to master its mysteries through the complex mechanics of the watch. Today this relentless spirit allows us to constantly challenge the conventions of the watchmaking.



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AUDEMARS PIGUET

Le Brassat, Switzerland



TEHRAN WATCH
SINCE 1991